

ABSTRAK

Penelitian ini berjudul "Strategi Komunikasi *Affiliate* Pemula dalam Membangun Personal Branding Melalui Media Sosial TikTok (Studi pada *Affiliate* Pemula Generasi Z di Aceh Utara)." Penelitian ini bertujuan untuk mengetahui strategi komunikasi yang dilakukan *affiliate* pemula generasi Z dalam membangun *personal branding* melalui media sosial TikTok. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Informan penelitian berjumlah empat orang yang dipilih menggunakan teknik purposive sampling. Data diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini menggunakan Teori Presentasi Diri Erving Goffman yang meliputi *front stage*, *back stage*, dan *impression management*. Hasil penelitian menunjukkan bahwa *affiliate* pemula membangun *personal branding* melalui cara menampilkan diri kepada audiens, melakukan persiapan sebelum membuat konten, serta membangun kesan positif melalui komunikasi yang jujur dan konsisten. Pada *front stage*, *affiliate* menampilkan identitas diri melalui gaya komunikasi dan penyampaian informasi produk. Pada *back stage*, *affiliate* melakukan persiapan mulai dari memilih produk, menyusun konsep, hingga mengedit konten. Sementara itu, pada *impression management*, *affiliate* berupaya menjaga kepercayaan audiens melalui kejujuran, konsistensi, dan interaksi yang baik. Temuan penelitian menunjukkan bahwa *personal branding* yang dibangun secara konsisten mampu membantu *affiliate* memperoleh kepercayaan audiens terhadap akun dan produk yang dipromosikan.

Kata Kunci: Strategi komunikasi, *affiliate*, *personal branding*, TikTok, Presentasi Diri.

ABSTRACT

This study is entitled "Communication Strategies of Beginner Affiliates in Building Personal Branding Through TikTok Social Media (A Study of Generation Z Beginner Affiliates in North Aceh)." The purpose of this study is to identify the communication strategies used by beginner affiliates from Generation Z in building personal branding through TikTok. This study employed a qualitative approach with a descriptive method. Four informants were selected using a purposive sampling technique. Data were collected through interviews, observations, and documentation, and were analyzed using data reduction, data presentation, and conclusion drawing. This study applied Erving Goffman's Self-Presentation Theory, which consists of front stage, back stage, and impression management. The findings indicate that beginner affiliates build personal branding by presenting themselves to the audience, preparing content before publication, and creating a positive impression through honest and consistent communication. In the front stage, affiliates present their identity through their communication style and the way they deliver product information. In the back stage, they prepare content by selecting products, planning content, recording videos, and editing them before publication. Meanwhile, impression management is carried out by maintaining honesty, consistency, and active interaction with the audience. The study also found that consistent personal branding helps beginner affiliates gain audience trust in both their accounts and the products they promote.

Keywords: *Communication Strategy, Affiliate, Personal Branding, TikTok, Self-Presentation Theory.*